

What Is Digital Marketing and How Does It Work?

Digital Marketing

Digital marketing, sometimes called online marketing, focuses on using online technology to execute advertisement campaigns for a company's products or services.

Digital marketing takes place on various platforms, including social media websites, digital streaming services, blogs and search engines. Prospective customers view these digital marketing efforts using any device that can access the internet, including computers and mobile devices. Digital marketing can help a business reach a wider audience, interact with a consumer base and answer inquiries quickly.

social media manager

social media manager is a professional who's responsible for overseeing a client's or company's social networking accounts. In this role, professionals use their expertise to find an account's target market, then post specialized content like promotional images or consumer polls. Social media managers also monitor the performance of these accounts and may directly interact with potential consumers. As they can work on multiple different platforms, they may also tailor their marketing campaigns to best suit each company or individual.

A copywriter

A copywriter is a professional writer who uses their expertise to compose promotional and informative content for a company or client. Copywriters often accept assignments about a specific topic, then craft a piece to advertise that topic or provide details about it for future readers. Their content often uses simplified, easy-to-read language that's targeted toward a specific demographic. Professionals in this role can write many types of documents, including manuals, reports, articles, blog posts, social media content captions, press releases, memorandums and newsletters.

search engine optimization

A search engine optimization (SEO) specialist uses their digital marketing expertise to analyze and increase traffic to specific websites from different search engines.

In this role, SEO specialists evaluate websites to determine what makes them successful or what's hindering their success on the web. They're often tasked with altering websites to meet specific criteria that allow a company to appear on the first page of a search result, meaning users can access them more easily. SEO specialists often research market trends so they can stay up-to-date on new search engine ranking trends.